REFERENCES

1. Bellur V.V., Berkman Herold W., and Lau, H.A. (1988), Readings in Advertising Management, Himalaya Publishing House, New Delhi.
2. S.R. Madhu (1996). "The Visible Persuaders - An Overview of Advertising in lndia and the U.S.", Span. June - July 1996, p 18.
3. Madhukar Sabnavis, (1996), "New Kid on the Block", A &M. November 15, 1996, pp. 40-4 1
4. Babar Zaidi (1996). "Advertisers Turn Over a New Leaflet", Business World, October 1996, pp. 68 -70.
5. R.K. Swamy (1996), " The Visible Persuaders: An Overview of Advertising in lndia and U.Sn, Span, June I July 1996, p.16.
6. Bishwambhar Jha (1997), "Change in Scenario of Advertising in lndia", The Management Accountant, Dec. 1997, pp. 909 - 916.
7. Minari Shah (1997), "The Art of Self Restraint", Business India, 1997,Vol50, May 19 - June 1, p.3.
8. Panwar, J.S., 1997, Marketing in the New Era, Response Books, A Division of Sage Publications, New Delhi.
9. Harish Bijoor (1998). "Advertising on Television". Economic Times, March-15, p.3.
10. Soma Sen Gupta and D.P.S. Varma (2000) "We, not Me who will buy", Indian Management, May 2000, Vol. 39, No. 5, pp. 61 - 65
11. H. Ventaeshwarlu and P. Purushothaman (2000) "Women as Consumers". Indian Management, Vol 39. No. 5. April 2000, p.65
12. C. Sarnudhrarajakumar, C. Madhavi and John William (2000), "Consumers' Attitude Towards Advertisements". Management Researcher, Vol. 7 (I), July - September 2000, pp. 3 – 6
13 Kotler Philip, 2000, Marketing Management, Prentice Hall of India Pvt Ltd., New Delhi.
14. Rajagopalan Nair and D. Sudarsan (2000) "Children: The to caused Consumers", Facts For You, Vol. 21 (3), December 2000, pp. 23 - 29.
15. John Philip Jones (2000), 'Behind Powerful Brands', Tata Mc Graw Hill, p.25.

16. Sathyasundrarm I. (2001) “Advertising industry bound to boom”, Facts For You, lSSN - 0970 - 2652, May 2001, p.14.
17. Ruchi Bhatia (2001) “Press Dictates”, A & M, August 15, 2001, Vol. 13 .No. 6.
18. Goutham K. Mukherjee & Dr. Dileep Roy (2002), Advertisement - Sales Response With a Case Study on a Leading Indian Company”, The Management Accountant, Volume 37, No.3, March 2002.
19. Mohinder Singh (2002) “Children are Soft Targets for TV Ads”, Facts For You, May 2002,pp. 7 - 9.
20. Anu Chawla (2002) “Children become favourite models for a string of brands”, Business India , July 8 -21, p.100. Vol 635.
21. Aliefya Vahanvaty (2002), “Road Show” , Business India, October 14 - 27, 2002, Vol. 642.
22. Czinkota Michael R. and Kotabe Masaaki, 2001, Marketing Management, Vikas Publishing House Pvt. Ltd., New Delhi.
23. Madhukar Sabnavis (2003), “Advertising - Pointers to good times”, The Hindu Survey of Indian Industry, p.372.
24. Rina Chandran (2003) “Ad. Industry Turns Its’ Back on 2002", The Hindu Business Line, January 1, 2003. p.6.
25. Neem Bhatia (2003) “Team India”, The Week, April 27 2003, Vol.21,N0.21,6.4 - 65.
26. Subhas Ghoshal (2003), ‘The Making of Advertising - Gleanings from Subhash Ghosal’, Macmillan lndia Ltd., New Delhi.p.56
27. Zyman Sergi, and Brott Armin, 2003, The End of Advertising As We Know it, John Wiley and Sons, New York.
28. Dobhal Shailesh, June 2003, “Marketing Goes Pop”, Marketing Mastermind, ICFAI Press, India.
29. Business World Marketing White Book,2003-2004 pp. 160-165.
30. Burghate M. A. (2004), The Study of Advertising Agencies in India, Adhyanan Publishers & Distributors, Delhi.
31 Patnaik U. C. & Patnaik S. C. (2005), Effectiveness of Advertising, Sonali Publication, New Delhi.
32 Larry D. Kelley & Donald Jugenheimer (2009), Advertising Media Planning - A Brand Management Approach, PHI Learning Private Limited, New Delhi.

33. Srivastava R. K. (2009), Effectiveness of Global Advertisements on Indian Culture, Indian Journal of Marketing.
34. Faldu Rajesh (2009), Measuring Brand Recall in Print Media Advertising : A Study of Selected Brands of Personal Care Industry, Indian Journal of Marketing
35. Mohideen A. K. (2009), Ethical Values of Advertising In Print and Electronic Media (A Study on Fairness Products in Visakhapatanam City), Indian Journal of Marketing.
36. Dutta Kirti (2009), Consumer Beliefs and Attitudes Towards Advertising Media : A Study of Indian Women, Indian Journal of Marketing
37. K. Pongiannan (2009), Perception Towards Memorability of Advertisements on TV - A Descriptive Study, Indian Journal of Marketing
38. Sharma Sangeeta & Raghuvir Sing (2011), Advertising - Planning and implementation, PHI Learning Private Limited, New Delhi.
39. Matt Bailey (2011), in his Internet Marketing - An Hour a Day, Wiley, London.
40. Rajkumar Gautam (2012), Product Strategies and Advertising in Small Firms : A Study of Punjab Units, Indian Journal of Marketing.
41. Amardeep Kaur Ahluwalia & Dr. Raghbir Sing (2012), Understanding of TV Ads Amongst Urban Children, Indian Journal of Marketing.
42. *Chunawala S.A. (2008), Advertising Management, Himalaya Publishing House, Mumbai,*
43. Kavita Sharma (2011), Advertising Planning and Decision Making,Taxmanns Publication (p) Ltd.
44. Om Gupta (2012) Advertising in india Trends and Impact,KalpazPublication Delhi.
45. Dr.R. D Deshmukh (2013) Research Methodology Of Commerce & Management.
46. Dr. Pradip Aglawe (1999) Research Methodology Of Commerce & Management.
47. Batra Rajeev, Myers John G., and Aaker David A., (1999), Advertising Management, Prentice Hall of India, New Delhi.
48. Burnett John J. (1998), Promotion Management, AITBS, Publishers & Distributors, Delhi.
49. Cundiff, E.W., (1977), "Fundamentals of Modern Marketing", Prentice Hall of India Pvt. Ltd., New Delhi.
50. Czinkota Michael R. and Kotabe Masaaki, 2001, Marketing Management, Vikas Publishing House Pvt. Ltd., New Delhi.